

# Fake Company Participation Event

## Operational Plan

### Event Overview

The Fake Company Participation Event was a new event in 2015 to celebrate cycling and to support people with Fake Company disease. Last year we raised \$100,000 with all proceeds going to support the Fake Company Foundation.

The event is a social (non-race) ride to celebrate cycling with 200 cyclists riding 40, 100 or 200 km routes through the Southern Georgian Bay area. The event will feature Beaver Valley and Georgian Bay communities and merchants that have supported cyclists through the summer season. The routes include a mix of tarmac and scenic country gravel roads. Every rider will carry a "passport" that will be authenticated at checkpoints.

It is vital to understand that this is not a "race", it is a "ride". No roads are to be closed and all cyclists must follow the rules of the road and the Ontario Highway Traffic Act (HTA). Cyclists are responsible for traveling between check points. This is a very small and intimate fundraising event. This is a self-guided event; each participant is responsible for getting from check point to check point.

The 40km, 100km and 200km routes go through the Town of the Blue Mountains. This is not a mass start event. Groups will have staggered starts between 7am and 10am. Approximately 200 cyclists will pass through the municipality. All event signage will be installed and removed the day of the event.

Prepackaged foods and refreshments will be provided for participants at each checkpoint. No prepared food will be distributed or prepared at the checkpoints. All checkpoints provide washroom facilities and basic first aid services.

Date: January 1st, 2017

Time: Groups leave between 7am and 10am - depending on route distance

Total Attendance: 200 (approximately 50 for 200km, 100 for the 100km and 50 for the 40km)

Event Route/Location is attached.